



STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
GENERAL SERVICES DIVISION
OFFICE OF PROCUREMENT SERVICES
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

MANDATORY USE CONTRACT FOR: INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR REGISTRY

CONTRACT NUMBER: CSP902912-1

EFFECTIVE DATES: 07/27/11 TO 06/30/13

* Renewal through 06/30/14*

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP902912 that opened on June 22, 2011. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Health as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

Questions regarding this and/or the Services Contract may be directed to:

Jennifer Dammeyer, CPPB **
jennifer.dammeyer@das.ohio.gov

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

www.ohio.gov/procure

* Renewal for twelve months per amendment # 1 effective 07/01/13

** Changed per amendment # 1 effective 07/01/13

COST SUMMARY

TITLE: INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR REGISTRY
 RFP Number: CSP902912
 UNSPSC Number: 82101800
 OAKS ITEM Number: 19497

	COST 07/27/11 – 06/30/12
–	
Creative Development – Production costs associated with developing new television creative and Internet display advertising campaign	\$75,000.00 - \$100,000.00
Media Buy — Purchase of television air time and web banner placements with general and target audiences described in Work Plan	\$570,000.00 - \$595,000.00
Optional Media Buy - Recommended reallocation of the \$10,000 savings in Agency Time towards media buy	Optional \$10,000.00
Out-of-pocket expenses — Telephone, postage, travel, collateral such as brochures and thank you notes, giveaways and incentives such as Green Chair pins and t-shirts	\$30,000.00
Agency Time — Billable time spent planning, executing and managing media buy; develop creative television and Internet banner campaigns; manage social media presences and campaigns; conduct traditional media outreach; plan events; conduct outreach to and foster relationships with partners; and other tactics mentioned in the Work Plan	\$190,000.00
Pro-bono Agency Time – Plan, execute and manage media buy; develop creative television and Internet banner campaigns; manage social media presences and campaigns; conduct traditional media outreach; plan events; conduct outreach to and foster relationships with partners; and other tactics mentioned in the Work Plan	\$60,000.00 (Donation. Will not be billed.)
Year One - Total “Not to Exceed” Cost	\$900,000.00

	COST 07/01/12 – 6/30/13
–	
Media Buy — Purchase of television air time and web banner placements with general and target audiences described in Work Plan	\$670,00.00
Optional Media Buy - Recommended reallocation of the \$10,000 savings in Agency Time towards media buy	Optional \$10,000.00
Out-of-pocket expenses — Telephone, postage, travel, collateral such brochures and thank you notes, giveaways and incentives such as Green Chair pins and t-shirts	\$30,000.00
Agency Time — Billable time spent planning, executing and managing media buy; light refresh of creative television and Internet banner campaigns; manage social media presences and campaigns; conduct traditional media outreach; plan events; conduct outreach to and foster relationships with partners; and other tactics mentioned in the Work Plan	\$190,000.00
Pro-bono Agency Time – Plan, execute and manage media buy; develop creative television and Internet banner campaigns; manage social media presences and campaigns; conduct traditional media outreach; plan events; conduct outreach to and foster relationships with partners; and other tactics mentioned in the Work Plan	\$60,000.00 (Donation. Will not be billed.)
Purchase an additional Green Chair pins, and stickers for the marketing campaign.	\$40,000.00 *
Year Two - Total “Not to Exceed” Cost	\$940,000.00*

*Denoted additional spend for Donate Life Ohio Pin and Sticker effective 5/1/13.

COST SUMMARY- page 3

TITLE: INCREASE REGISTRATION IN THE OHIO ORGAN, EYE AND TISSUE DONOR REGISTRY
 RFP Number: CSP902912
 UNSPSC Number: 82101800
 OAKS ITEM Number: 19497

	COST 07/01/13-06/30/14
Media Buy — Purchase of television air time and web banner placements with general and target audiences described in Work Plan	\$670,00.00
Optional Media Buy - Recommended reallocation of the \$10,000 savings in Agency Time towards media buy	Optional \$10,000.00
Out-of-pocket expenses — Telephone, postage, travel, collateral such brochures and thank you notes, giveaways and incentives such as Green Chair pins and t-shirts	\$30,000.00
Agency Time — Billable time spent planning, executing and managing media buy; light refresh of creative television and Internet banner campaigns; manage social media presences and campaigns; conduct traditional media outreach; plan events; conduct outreach to and foster relationships with partners; and other tactics mentioned in the Work Plan	\$190,000.00
Pro-bono Agency Time – Plan, execute and manage media buy; develop creative television and Internet banner campaigns; manage social media presences and campaigns; conduct traditional media outreach; plan events; conduct outreach to and foster relationships with partners; and other tactics mentioned in the Work Plan	\$60,000.00 (Donation. Will not be billed.)
Year Three - Total “Not to Exceed” Cost	\$900,000.00

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

CONTRACT NO: CSP902912-1 (06/30/14) *

0000093031

Fahlgren Mortine
4030 Easton Station, Suite 300
Columbus, OH 43219

TERMS: Net 30 Days

CONTRACTOR'S CONTACT: Jennifer McQuiston Fening

Telephone (614) 383-1623
Fax (614) 383-1501
Email jennifer.mcquiston@fahlgren.com

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
1	05/01/13	This amendment is issued to renew this contract for 12 months from 07/01/13 through 06/30/14. Additionally this amendment is issued to advise of an increase in cost, for the purchase of additional pins and stickers for the marketing campaign from 05/01/13-06/30/13.